

# GECKOBRANDS

GRANDVILLE, MI | [GECKOBRANDS.COM](http://GECKOBRANDS.COM)

## The Challenge

Outdoor retailer geckobrand wanted to encourage more customers to carry specific products and styles that were successful for other customers. As CEO Bryan O'Connell described, "A lot of customers don't want to pick up a product we sell in pink, for example." Particular colors, designs, and styles can be less appealing to certain customers and discourage them from carrying those products, despite their success with other sellers.

## The Solution

The team at geckobrand utilizes the sales analytics provided by SalesPad® to encourage their customers to stock styles and products that they previously declined. O'Connell explained how he could show customers the real-time data in SalesPad and persuade them to carry new styles.

"I will go into the Sales Analysis report to show them in real-time that pink is our number one selling color in a specific product." He described how after customers see the data, it's easier to convince them that it's worth it to carry the often disregarded colors or styles. O'Connell continued, "We've had a lot of customers add specific colors by showing them the color trends in SalesPad."



"We love data, and SalesPad gave us pretty much everything we wanted to see... It's at the heart of almost every part of our business."

Bryan O'Connell, CEO geckobrand

O'Connell says that the biggest advantage they gain from SalesPad is its capacity for analytics. With over 1400 customers, it's essential that they can easily access sales analytics to review which customers



aren't leveraging particular parts of their business. "For example," O'Connell said, "we have waterproof phone cases and waterproof phone totes, and every customer that carries one should carry the other. The sales analysis lets us look at all 1400 customers and see that 400 customers haven't bought one of those two categories. We can actually quantify what that sales opportunity is." Using the data made visible by SalesPad, geckobrand's can move more of their products, and their customers don't miss out on unexpected sales.

With SalesPad, geckobrand's can focus on driving their business instead of on managing the business day-to-day, as Gabe Miller, executive VP of sales, described. He went on, "Because of the seamless workflow and clear accountability, the process runs very efficiently and we can ensure we're driving our business and leveraging the process that's in place."

Geckobrand's has grown its customer base by over 25% using the toolkit provided by Cavallo® to identify and prioritize the information needed to close sales opportunities. Through the power of analytics in SalesPad, geckobrand's made their data work for them, rather than letting it collect dust.

"We've been able to add a lot of products and a lot of customers by using the sales analytics that is available in SalesPad."

Bryan O'Connell, CEO geckobrand's

